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Message Text

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15
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
---------- 085062
P R 020417Z OCT 75
FM AMEMBASSY BANGKOK
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 2136
AMCONGEN MELBOURNE

UNCLAS BANGKOK 20740

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: TRADE ASSISTANCE: VIKING FIRE PROTECTION ASSOCIATES INC.,
210 N. INDUSTRIAL PARK ROAD, HASTINGS,
MICHIGAN, TEL: (616) 945-2476

REF: T.O. FORM OF APRIL 7, 1971

1. IN 1971, EMBASSY REPORTED A TRADE OPPORTUNITY FOR AUTOMATIC SPRINKLER SYSTEMS ON BEHALF OF A THAI FIRM, DEVICE TRADING LIMITED, PART., 222/11-13 LUANG ROAD, BANGKOK. AS A RESULT, THE FIRM GOT IN TOUCH WITH VIKING FIRE PROTECTION ASSOCIATES INC.

2. IN 1972, DEVICE TRADING ORDERED A SAMPLE UNIT FOR DEMONSTRATION AND HAS TRIED TO SELL VIKING SPRINKLER SYSTEMS TO ROYAL THAI ARMY (RTA).

3. IN 1973, THE FIRM REQUESTED ENGINEERING DRAWINGS FROM VIKING BUT, BECAUSE OF THE EXPENSE OF SENDING AN ENGINEER FROM THE U.S., VIKING SUGGESTED THAT AN ENGINEER FROM THE SOUTHEAST ASAI REGION BE HIRED. AFTER LENGTHY NEGOTIATIONS, DEVICE TRADING HIRED AN ENGINEER FROM SINGAPORE AT ITS OWN EXPENSE.

4. IN 1974, DEVICE TRADING ARRANGED A DEMONSTRATION OF THE SPRINKLER SYSTEMS FOR GENERAL KRIS SRIVARA, THE TRA'S COMMANDER, AND HIS SUBORDINATE OFFICERS. A SPECIAL CATALOG WAS PRINTED AND A RECEPTION WAS HELD. IN ADDITION, DEVICE TRADING PLACED AN AD IN THE YELLOW PAGES OF THE BANGKOK TELEPHONE DIRECTORY.
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5. IN ORDER TO CONFORM WITH NORMAL PROCEDURE, RTA WILL ISSUE A TENDER ON OCTOBER 10, 1975 FOR THE PURCHASE OF SEVERAL THOUSAND SPRINKLERS AND RELATED CONTROL SYSTEMS, TO COST APPROXIMATELY U.S. $250,000.

6. BECAUSE IT HAS SPENT CONSIDERABLE TIME AND MONEY TO PROMOTE THIS SALE, DEVICE TRADING REQUESTS CONFIRMATION THAT VIKING WILL SUPPLY THE MERCHANDISE TO DEVICE TRADING AND THAT VIKING WILL NOT QUOTE ITS PRICE TO OTHER THAI INQUIRERS AT THIS TIME.

7. DEVICE TRADING RECENTLY RECEIVED A LETTER FROM VIKING AUSTRALIA (58 COMMERCIAL ROAD, HYDE PARK, SOUTH AUSTRALIA, TEL: 71-9817) SAYING THAT ANOTHER THAI AGENT HAD BEEN APPOINTED BECAUSE TO DATE HAD NOT MADE ANY SALES. DEVICE TRADING SENT A TELEGRAM TO VKING U.S. AND VIKING AUSTRALIA REQUESTING A CONTINUATION OF THEIR RELATIONSHIP AND STATING IT WAS OPENING A L/C FOR U.S. $250,000 FOR VIKING'S SPRINKLER SYSTEMS.

8. EMBASSY REQUESTS USDOC CONTACT VIKING ASAP TO PASS ON ABOVE INFORMATION AND ASCERTAIN IF DEVICE TRADING MAY CONTINUE TO REPRESENT VIKING IN THAILAND.
MASTERS

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NNN

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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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